

Message Text

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PAGE 01 NAIROB 08864 100032Z

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ACTION COME-00

INFO OCT-01 AF-06 ISO-00 EB-07 USIA-15 /029 W

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P 091405Z OCT 75

FM AMEMBASSY NAIROBI

TO SECSTATE WASHDC PRIORITY 5586

UNCLAS NAIROBI 8864

E.O. 11652: N/A

TAGS: BEXP, KE

SUBJECT: PROPOSED FY 1976 TRADE PROMOTION PROGRAM

REF: STATE 235792

1. IN REPLY TO REFTEL EMBASSY IS VERY PLEASED TO BE INCLUDED IN THE FOOD PACKAGING AND PROCESSING CATALOG SHOW TO BE HELD IN APRIL.

2. RE THE PROPOSED "MEDIA U.S.A." CATALOG SHOW THE EMBASSY HAS CONSULTED USIS AND STILL HAS RESERVATION ABOUT THE POTENTIAL SUITABILITY OF THIS SHOW FOR NAIROBI. IN ORDER TO RESOLVE THESE RESERVATIONS WE ARE PRESENTLY CONDUCTING MARKET RESEARCH ON THIS AREA AND ANTICIPATE BEING ABLE TO PROVIDE COMMERCE OUR PRELIMINARY FINDING, BY OCTOBER 24. IF WE DO FIND AN INTEREST WE WOULD BE PLEASED TO HAVE THIS, OR ANY OTHER CATALOG SHOW IN NAIROBI.

3. IF THE "MEDIA U.S.A." CATALOG SHOW IS HELD IN NAIROBI IN MARCH THAT WILL BE THREE CATALOG SHOWS OVER A THREE MONTH PERIOD (MARCH - MAY). IF THESE EVENTS ARE TO BE SUCCESSFUL IT IS IMPERATIVE THAT THEY ARE SCHEDULED WITH AT LEAST YOUR WEEK INTERVALS BETWEEN SHOWS. IN ADDITION, THE POST WILL ALSO REQUIRE THE SAME MATERIAL SUPPORT THAT COMMERCE PROVIDED FOR THE HIRING OF EXTRA HELP DURING THE APRIL HEALTH CARE CATALOG SHOW.

4. FYI: NAIROBI WILL BE THE SITE OF UNCTAD IV IN 1976 AND THIS WILL PUT ADDITIONAL STRAIN ON THE POST'S RESOURCES.

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MARSHALL

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 09 OCT 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975NAIROB08864
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750351-1093
From: NAIROBI
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19751066/aaaacgoe.tel
Line Count: 61
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 STATE 235792
Review Action: RELEASED, APPROVED
Review Authority: ElyME
Review Comment: n/a
Review Content Flags:
Review Date: 29 SEP 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <29 SEP 2003 by MaustMC>; APPROVED <18 FEB 2004 by ElyME>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: PROPOSED FY 1976 TRADE PROMOTION PROGRAM
TAGS: BEXP, KE
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006